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# Media Training with ONDCP's Office of Public Affairs

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# Effective Storytelling

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# Why Compelling Stories Matter:

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1. Raise your coalition's **profile**.
2. Build **awareness** about your mission.
3. Establish **credibility** through press coverage.

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Focus on people,  
not just programs.

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# Drug czar approaches challenge from a different angle: As a recovering alcoholic

The Washington Post



Meet the U.S. drug czar, himself in a recovery program (2:37)

Michael Botticelli is the acting director of the White House Office of National Drug Control Policy. He's also in recovery for an addictive disorder. This is his story. (Jeff Simon/The Washington Post)

# Checklist for Good Stories

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- ☐ Simple
- ☐ Short
- ☐ Active
- ☐ Character
- ☐ Turning point
- ☐ Focused

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# Seek story ideas.

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# Start a story file.

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# Practice.

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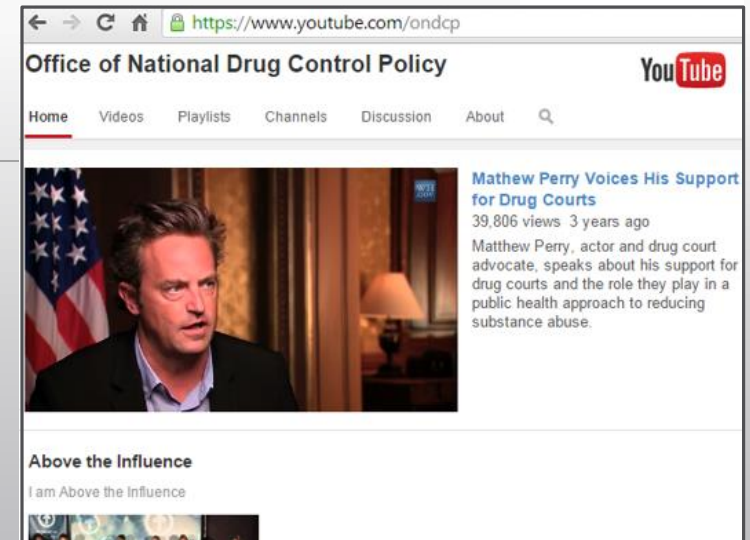
# How to Use Social Media to Tell Your Stories and Engage Your Community

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# Engage with us.

YouTube



# Follow, @ mention, and re-tweet:

@ONDCP

The screenshot shows the Twitter profile for @ONDCP (U.S. Drug Policy). The header features a dark blue banner with the text "whitehouse.gov/drugpolicyreform" and a graphic of 100 human figures, with the caption "100 PEOPLE DIE EVERY DAY FROM DRUG OVERDOSES IN AMERICA." The profile picture is the official seal of the White House Office of National Drug Control Policy. The bio states: "Restoring balance to U.S. drug policy through a public health & safety approach. MB= @Botticelli44, Acting Director. Messages subject to FRA; may be archived." The statistics show 4,051 tweets, 249 following, and 29.2K followers. A "Follow" button is visible. Recent tweets include a post from Nov 19 about marijuana poisonings in Washington state and a statement from Nov 13 regarding a Senate Judiciary Committee hearing.

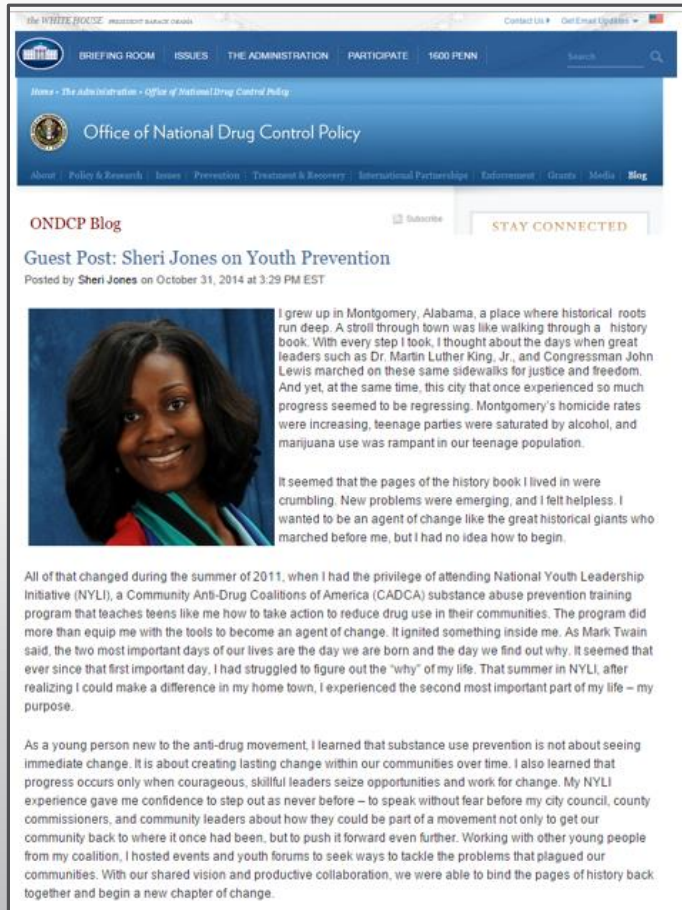
@Botticelli44

The screenshot shows the Twitter profile for Michael Botticelli (@Botticelli44). The header image is a photograph of many small, lit lanterns. The profile picture is a headshot of Michael Botticelli. The bio identifies him as the Acting Director of the White House Office of National Drug Control Policy, with 25 years in recovery. The statistics show 308 tweets, 64 following, and 1,262 followers. A "Follow" button is present. Recent tweets include a quote about Tom from Boston Strong and a tweet about the importance of medication-assisted treatment.

@ONDCPespanol

The screenshot shows the Twitter profile for @ONDCPespanol (Política de Drogas). The header features the official seal of the White House Office of National Drug Control Policy. The bio states: "Fomentando los individuos y comunidades saludables por el liderazgo del esfuerzo nacional para reducir el consumo de drogas y sus consecuencias." The statistics show 102 tweets, 20 following, and 415 followers. A "Follow" button is visible. Recent tweets are in Spanish, discussing drug control programs and educational needs for doctors.

# Follow our blog



[www.whitehouse.gov/ondcp/blog](http://www.whitehouse.gov/ondcp/blog)

...and look for opportunities to submit guest blog posts.

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# Use Social Media Effectively

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# Step 1: Establish your presence.

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Your website is your **embassy**,  
your social media accounts are your **ambassadors**.

## Website Building and Management

- Squarespace or Wix

## Social Media: The Ambassadors

- Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn – keep it manageable.

# Step 2: Make Social a Priority

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Dedicate daily staff or intern time to posting informative, interesting, galvanizing and fun content.

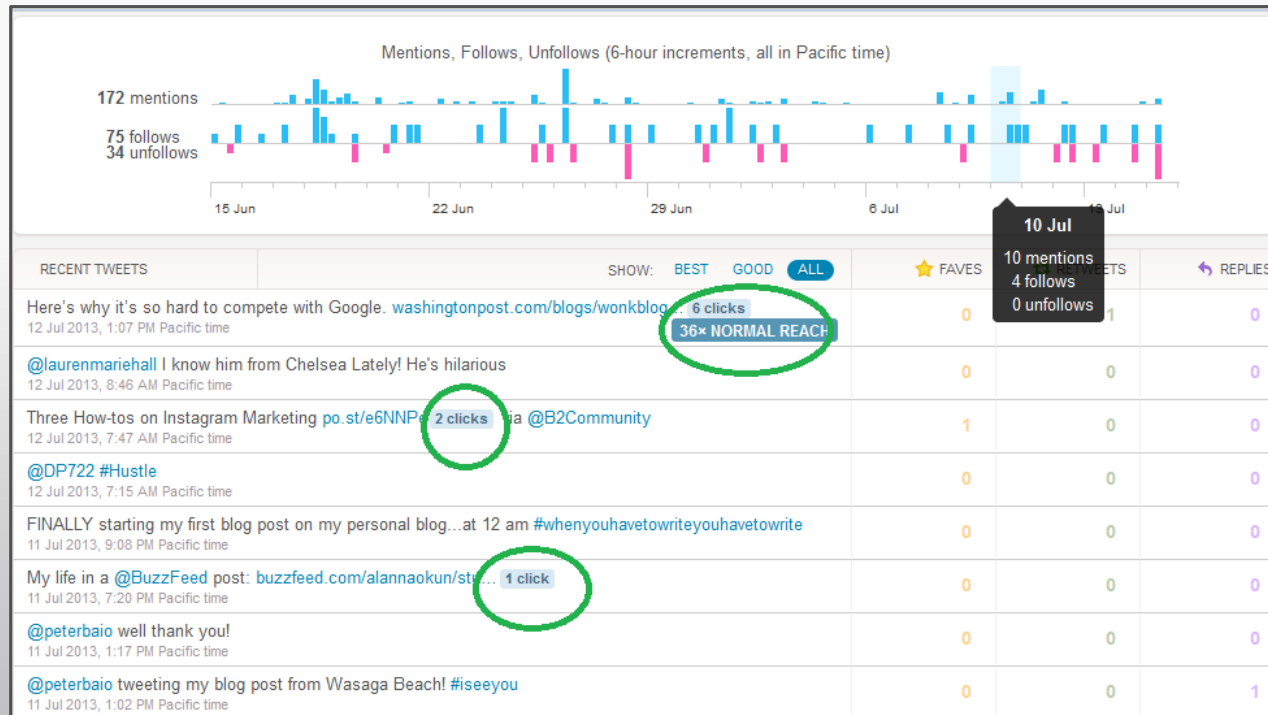
1. Gather **advocates** by interacting with them where they are.
2. Use an **authentic** voice.
3. Create **sustained** conversations with recurring events.
4. **Two-way** conversations.
5. **Identify** your demographic and where they spend time online.
6. Don't equate social media with dumbed down conversation.
7. **Be innovative.**



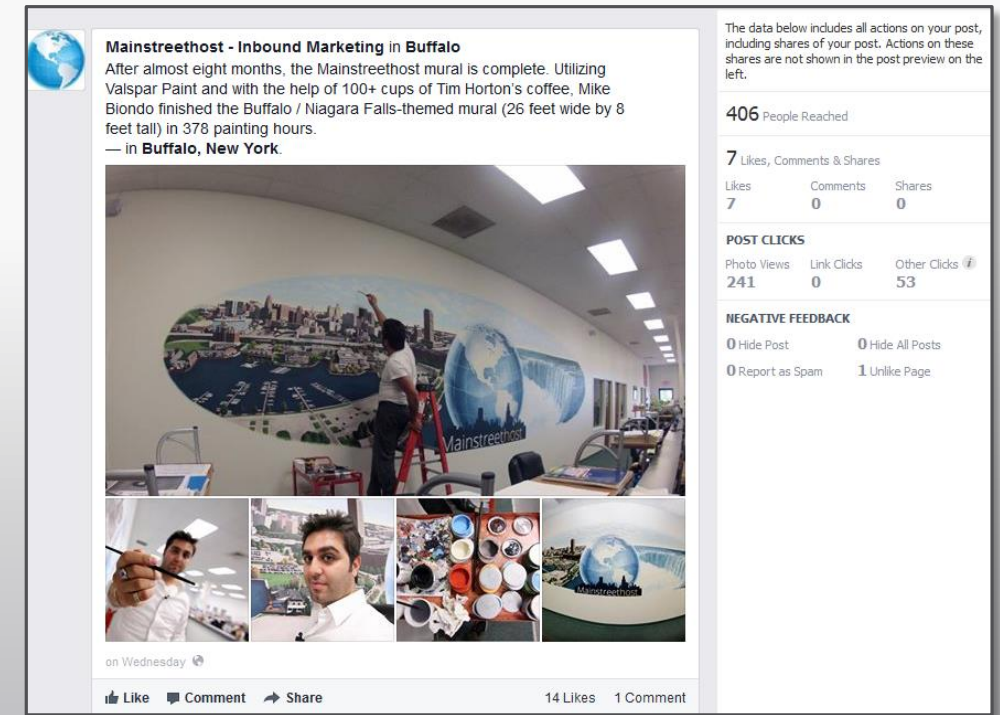
# Step 3: Experiment, Measure and Repeat

Monitor what works using:

## Twitter Analytics



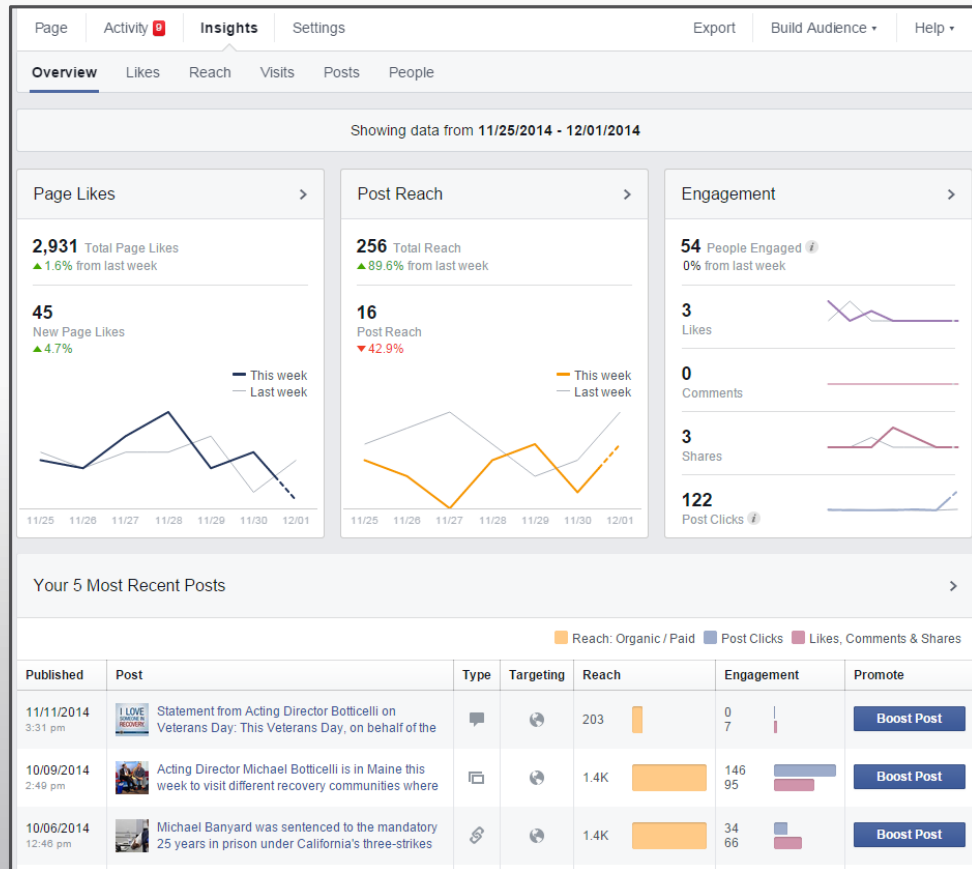
## Facebook Insights



SOURCE: ([HTTP://KNOWHOWNONPROFIT.ORG](http://www.knowhownonprofit.org))

IMAGES: ([HTTP://BLOG.MAINSTREETHOST.COM/HOW-TO-MEANINGFULLY-USE-TWITTER-ANALYTICS-THE-NEW-FACEBOOK-INSIGHTS-AND-PINTEREST-ANALYTICS](http://blog.mainstreethost.com/how-to-meaningfully-use-twitter-analytics-the-new-facebook-insights-and-pinterest-analytics))

# Facebook Insights and Ads



**Get More Page Likes**


**Ad Preview**

- Desktop News Feed
- Mobile News Feed
- Right Column

**Suggested Page**

**Americans in Recovery**  
Sponsored

Share your story. Lift the stigma. Connect with your government. A Project of the...



**Americans in Recovery**  
Government Organization  
2,931 people like this.

[Like Page](#)

**Create Your Ad**

**Image** [?] [Upload](#) [Reposition Image](#)

**Text** [?] 6

Share your story. Lift the stigma. Connect with your government. A Project of the...

**Choose Audience**

**Location** [?]

If left blank, your ad will be delivered to United States.

**Interests** [?]

Add 4-10 interests...

**Age** 21 - 65+

**Gender** [All](#) [Men](#) [Women](#)

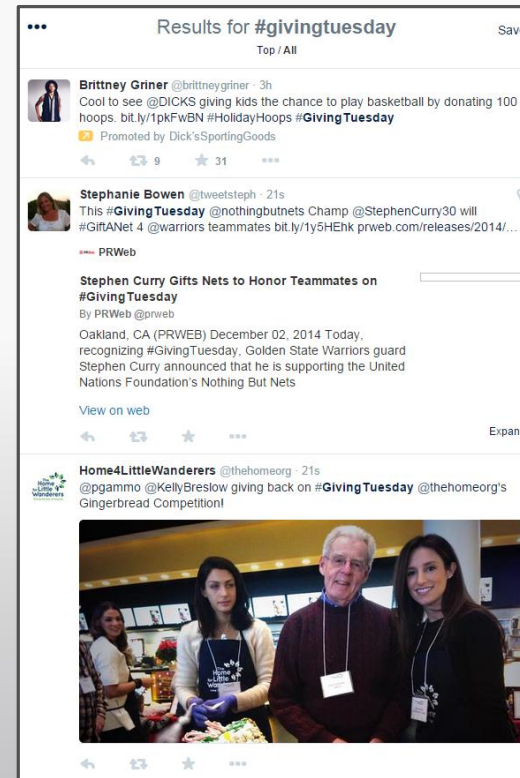
**Choose Budget**

[Cancel](#) [Promote Page](#)

[Terms & Conditions](#)

# Step 4: Listen.

Explore hashtags on Twitter (by location) and Instagram to listen and understand the types of conversations teens in your area are already having.



Baltimore Trends · Change

- #GoodMore
- Promoted by VerizonWirelessDeals
- #GivingTuesday
- #CyberMonday
- #SoulTrainAwards
- #RIPBeth
- Law 3
- Black Friday
- Cruz
- Vince
- #TheWalkingDead

# The Power of Hashtags

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# Where Teens are Online

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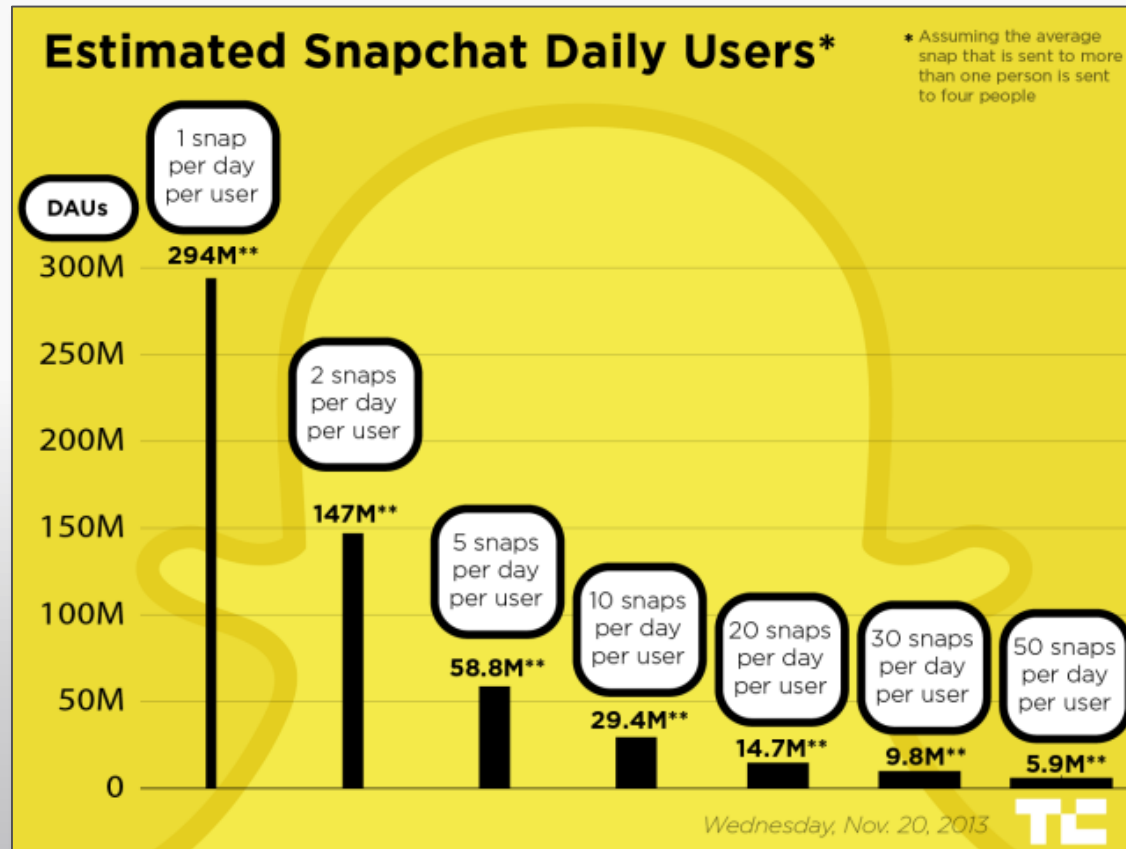
# Facebook, Instagram, YouTube

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**Facebook** still commands the most daily users among high school students, but **Instagram** and **YouTube** are influential parts of teen media diet.



# Limited-Visibility Social Networks



SnapChat, WeChat and WhatsApp are increasingly popular among teens.

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# How to Monitor News

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# Watch and read the news

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# Media Monitoring Tools

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# Which reporters cover which beats?

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# Getting to know reporters

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- Coffee or lunch meetings
  - After-hours events and networking events
  - Scheduled meetings at their office or station
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# What to Discuss at a Meeting

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Get to know them!

What types of stories are they working on?

What are they interested in covering relating to your organization?

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# Handling Reporters' Questions

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**Designate one media contact.**

# Handling Reporters' Questions

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Ask before you answer:

- What outlet are you from (and get contact info)?
- What is the story about?
- Who else have you spoken to or will you be speaking to?
- What is your deadline?



# Handling Reporters' Questions

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Written response or interview?

# Preparation is Key

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**Focus** on your key message

**Answer** the question

**Bridge** to your key message

Be **Honest**

**Rephrase** questions

Keep it **short and simple**

# Handling Reporters' Questions

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Focus on people,  
not just programs.

# Lean on Us!

Use ONDCP Office of Public Affairs as a resource

#DrugFreeCommunities on Twitter

Contact us 202-395-6618 or at [MediaInquiry@ondcp.eop.gov](mailto:MediaInquiry@ondcp.eop.gov)

